



REGISTRATION RISING

● Show admission cards now being mailed to operators.

CHICAGO.—With applications arriving daily in increasing numbers, the National association of Coin Operated Machine Manufacturers, sponsors of the 1937 Coin Machine Show to be held at Chicago's Hotel Sherman, January 11 to 14, reports that admission cards are being sent to operators who have applied, as rapidly as possible. In addition, the Show Committee declares, exhibitors have ordered 40,000 announcement forms for distribution to their customers and prospective customers in current mailings. All in all, they indicate, it will be a very large affair.

The admission cards, which read, "This card entitles (operator's name) to season badge at 1937 Coin Machine Show . . . must be presented at the coin machine registration desk in the Hotel Sherman lobby to receive season badge," save operators a \$1 entrance fee. Due to the crowding at former shows it was deemed necessary to demand identification, with the result that operators who send in a request for registration before January 2, together with evidence of their being actually in the business, will have carte blanche at the affair, while all others must pay to enter.

The Show Committee further requests that visitors get their badges immediately upon their arrival in Chicago in order to eliminate congestion at the registration desk, which will open Sunday, January 10. It is not necessary for ladies to be registered, the committee states, since they will be admitted without charge when accompanied by someone with a badge.

Hours of exhibition have been announced, with certain times set aside for distributors and jobbers only. The remaining hours are vidual ticket-holders are concerned. The hours are:

January 11—11 a.m. to 2 p.m., distributors and jobbers only. 2 p.m. to 10 p.m., general admission.

January 12—10 a.m. to 12 noon, distributors and jobbers only. 12 noon to 10 p.m., general admission.

January 13—12 noon to 10 p.m., general admission.

January 14—10 a.m. to 3 p.m., general admission.

As a final word, the Show Committee wishes it known that they are unable to handle hotel reservations. Operators wishing accommodations must write directly to operating illegal machines.

(See TWICE FREED, Page 10)

HEADING EAST

● Coinmen from Pacific Northwest to use plane to Chicago Show.

SEATTLE (RC)—Seattle and the Pacific Northwest will not lack representation at the 1937 Annual Coin Machine Show in Chicago in January. A group of about 15 prominent local coin machine men are going to either charter a special plane or a Pullman car for the Show.

Present plans call for the party to leave Seattle some time early in January. Included in those making up the group will be Fred Fields, factory representative of the Rudolph Wurlitzer Company, Mr. Briz Crabtree, Western representative of Mills Novelty Company, George and Chet Heberling, Al Gustafson, Mickey Hannon of Anacortes, Ed Perry of Spokane, who is the owner of Interstate Sales Company, Johnny Michael, and R. D. Peck, veteran Tacoma, Wash., operator.



EXPANDS FIELD

PUEBLO, Colo. (RC)—D. P. Ducey, of Steel City Investment Co., here, placed a few peanut and mixed nut vendors on location early in 1936 as a test. He now reports that the experiment has been entirely satisfactory and that he has a deal pending that will put him in the vending machine business in a "big way." When interviewed, however, Ducey declared he was not ready to disclose the nature of the transaction to which he referred, nor to state whether he intended to buy more vendors or branch out into slots and amusement devices. He did announce, though, that he would probably be in the coin machine business "right" by February. Associated with him is Francis Graham, local restaurant man.

TWICE FREED

● W. H. LaVelle, in city and county trials, acquitted of gambling charges in connection with Paces Races operation.

MONTEREY, Calif. (RC)—In two separate and recent trials, one held in the justice court for Monterey County and one in municipal court for the city, juries deliberated a few moments and returned with a verdict of "Not guilty," freeing W. H. "Red" LaVelle, local operator, of all charges of gambling and resulting in a release of his machines, Paces Races, which had been impounded pending the outcome of the cases.

The first legal battle came about as a result of the sheriff's confiscation of three machines, two from the Hotel Del Monte, internationally noted swank resort, and one from the Del Monte Lodge. The case was heard by Judge Ray Baugh in the Few Memorial council chambers, and so critical were both District Attorney Anthony Brazil, prosecutor, and J. W. Lenahan, of Monterey, defense attorney, that when noon arrived, two hours after the trial was opened, the venire of 23 had dwindled to 11 prospective jurors. Constable Frank Oyer was directed to bring in 15 additional people on a special venire. The jury was finally chosen by early afternoon, and the trial proceeded.

Marked by some disagreement between the prosecuting and the defending attorney with regard to whether the machines were for "entertainment" or were for gambling purposes, and concluding with Lenahan's declaration to the jury that the mere distribution of money was not a crime and that the fact that a player might get something back beside entertainment did not change the matter, the jury left at four o'clock to deliberate.

Obviously the battle wasn't as much of a battle as Prosecutor Brazil thought it would be—there was practically no battle at all, and to his surprise the jury returned after deliberating only ten minutes with a verdict *opposite* to the one he had demanded.

Members of the jury which freed LaVelle were: O. W. Irwin and Cliff Jones, Carmel; Charles Krieger, Romeo Garneau and Robert Croft, Monterey; Amador Canepa, Mrs. Rose Carmody, Robert A. Goff, Major A. A. Caruthers, Elmer P. Hansen, Glenn C. Littlefield and Mrs. Marian Birks, New Monterey—ten men and two housewives.

In the second trial, held a month later in the same chambers, prosecuted and defended by the same men, with Judge Monty Hellam presiding, LaVelle was again charged with violating the state penal code and

(See SHOW, Page 10)

Short Shots From the Northwest

By REVIEW CORRESPONDENT

SEATTLE.—You'd think Operator Al Brashen was selling infant supplies instead of handling coin machines to hear him rave about his grandchild, a boy born to his daughter, the present Mrs. Stept, months ago. Every time the youngster cuts a tooth or gurgles a gurgle, every operator, distributor, and jobber in the Northwest gets the inside facts about the matter from Operator Al. . . . And despite all this, he doesn't like to be called "Grandpa" either. . . . Bill Staed, operator for the Harmony Amusement Co., is living up to the firm's name by keeping harmony with his associates. . . . Note to Operator Van Booth: The next time you are out on an extended celebration, don't neglect to call up the little woman and tell her you'll be coming in with the milk man. . . . Van forgot all about the time, the other night, and his wife had the whole town worried about him. . . .

ANACORTES, Wash.—Mickey Hannon, who is doing a nice job operating coin machines in this town, is a former North-west prize fighter. . . .

WENATCHEE, Wash.—This thriving apple center of the State of Washington is without marble games. . . . Can't some enterprising operator arrange to cover this section, just as the other territories in the State are covered? . . .

TACOMA, Wash.—"Fat" Billett, Tacoma operator, had a good laugh at the expense of Freddie Steele, World's Middleweight Champion, and Al Gustafson, well-known Seattle distributor, when the three were at a night club a short while after Steele won the middleweight crown. . . . Introducing Gustafson, Billett said: "Meet Babe Risko, Freddie." . . . Steele had just smashed out a ten-round win over Risko to grab the title. . . .

CHEHALIS, Wash.—Bill Smith, Chehalis operator, besides his coin machine business, also operates Bill Smith's Coffee Shop, located in the St. Helens Hotel at Chehalis. . . . Coin machine men travelling in these parts are invited to drive in and have a sandwich and cup of coffee and to talk over old times with Bill. . . .

MANCHESTER, Wash.—Ralph Wilcox, Manchester operator, who is located across the Sound from Seattle, makes frequent visits to Seattle in his sailboat. . . . We spotted him tying up at the wharf on Elliott Avenue the other morning. . . .

VANCOUVER, B. C.—A small fortune awaits the man who can figure out a way by which Vancouver operators and distributors could receive shipments of marble games purchased in Seattle for Canadian use without having to pay 100 per cent in freight and duty. . . .

VICTORIA, B. C.—Here's a brain twister for the master minds: How did Cunningham Brothers, Victoria, B. C., operators, receive their shipments of pin ball games while all ports were tied up in the long-shoreman's strike? . . .

JUNEAU, Alaska—Operators here and in Ketchikan are doing a nice coin machine business despite the fact that they must pay a high yearly license fee on every machine. . . .

"Don't you dare kiss me or I'll yell for my father?"

"Where is he?"

"In Paris."



WATCHING the start of daily production which will see in excess of more than 400 new Rock-Ola Rhythm King Phonographs finished, are George Graf (left), Jack Nelson, Rock-Ola's general sales manager, David C. Rockola, head of the firm, and Sam Kresberg, manager of the Capitol Automatic Music Co. of New York City.

What New York Is Doing

THE Sanitary Automatic Candy Corp., formerly at 235 West 23rd Street in taking larger quarters at 136 West 52nd Street, gives evidence of one of the largest expansive movements in its history. According to its president, Charles L. O'Reilly, one of the shrewdest automatic candy merchandisers in the country, the Sanitary Automatic Candy Corp. has just begun to scratch the surface. O'Reilly declared:

"Automatic and stand merchandising not only offers the consumer fresh material, but it also presents an opportunity to spread the gospel of a service that is precise, health-protecting and satisfactory from the price angle. The future offers an unlimited field to wide-awake and resourceful merchandisers who will concentrate not only on mere placements, but also on appearance and general esthetic values."

In addition to O'Reilly, other officers of the corporation are, vice-president, Benjamin Sherman; first vice-president, Stevens Michlick and second vice-president, Morris Keiserstein.

Leon Taksen of Leon Taksen Co., Inc., who bought out Irving Bromberg, now on the Pacific Coast, about four years ago and has been making steady progress since then, has just returned from a buying trip to Washington, D. C. Taksen finds business on the upgrade and has been especially successful in the operation of "Hold 'Em" and "Happy Days."

Charley "Old Cigar" Lichtman of the New York Distributing Corp. now located at 3682 Broadway, will be located at the corner of Broadway and 151st Street after January 1. Charley is serving as an outlet for Chicago and New York manufacturers and recently succeeded in distributing more than a thousand Bolo machines, which, it is said, are going like hotcakes, for the Pacent Novelty Mfg. Co., Utica, New York. Charley's old cigar is almost as well known as Charley, himself, and the trade has imparted the hope that when Lichtman moves to his new and larger quarters, the expansive efforts will not cause the old weed to go by the board.

Harry E. Pincus of the Tobacco Service Co., Inc., Columbia University grad and proud daddy of two children, has been one of the chief factors in the organization of the Cigarette Merchandisers' Association,

Inc., which has just opened offices in the Chanin Building at Lexington Avenue and 42nd Street. For some time Mr. Pincus, in common with his fellow operators has felt the need of ridding the trade of some excessive chiseling and cut-throat competition. The association that has been formed is the answer.

Questioned as to what progress the organization has made so far, Pincus replied, "There has been a lot of progress, and it is only the start, for we expect to bring complete order out of chaos in cigarette machine operation in the very near future." Pincus has the distinction of being brother to Sol Pincus, Deputy Health Commissioner of New York City. He also operates the Cascades Swimming Pool which is well known as a summer swimming resort. The pool adjoins his offices.

H. C. Turner of the Turner Automatic Devices, Inc., located at 205 East 42nd Street, and known to readers of the COIN MACHINE REVIEW for his contributions to its pages, has sold out his equipment to John M. Bennett, real estate operator and well-known business man of New York City. Bennett, it has been reported, plans to develop the pocket lighter machines of the Turner Automatic Devices, Inc., and a plant is at present in operation with that end in view under the direction of Morris Blascoff, at 466 West 51st.

Herbert H. Frost, engineer, and president of the Acoustic Coin Devices, Inc., at 12 East 41st Street, finds a growing demand for time-lock devices for export, particularly to South America, where these machines are comparatively new. Originally interested in radio time-locks, Mr. Frost has branched out in other machines where the time-lock element is desirable and is, at present, engaged in extending the use of the particular coin device.

D. M. Firestone, representing Stewart & McGuire, Inc., with a suite in The Empire State Building, back from a recent successful trip to the Midwest, was brimming over with good news of business done in the cigarette vending field in that part of the country. Firestone has been in the game twenty-one years and reports that he has seldom seen the vending industry in a better condition.

Samuel Strahl, probably one of the best-informed vending machine merchandisers in the country and well known to the vending trade as a contributor of ideas in merchandising, represents Northwestern Sales Company in the heart of New York's theatrical district. He reports an unusual demand for one- and five-cent machines.

Tour Brings Good Will

—Capehart parties in behalf of Wurlitzer organization result in commendation from guests.

By E. C. SPENCER

TRAVEL in a Presidential political campaign would seem like child's play to Homer E. Capehart, generalissimo of the Wurlitzer-Simplex sales organization, who has just completed his Good-Will Caravan schedule. By plane, train and automobile Capehart has made a whirlwind tour of the country during November and December to an extent that outshines the traveling of Messrs. Roosevelt and Landon in the late fight between the Elephant and the Donkey. Everyone who knows Capehart realizes that he has plenty of steam but he never used it so effectively and spectacularly as during the last few weeks. Those associated with him were run ragged trying to keep up with him. He has covered several times more air mileage than Col. Lindbergh covered on his famous good-will flight to Paris and he probably contacted as many people, directly or indirectly, as does the average Presidential candidate in the same number of stops.

"The purpose of these Wurlitzer parties, which we hope to make an annual event," Capehart says in connection with his good-will caravan, "is to cement greater fellowship among the coin-machine men, to raise the standards of the industry and to improve the conditions in the field. I know of no better way to do this than by getting together and breaking bread with friends and competitors."

In all of his addresses before coin-machine operators in the various cities on his schedule, Capehart urges them to "get sold on their business and become proud of it. If you don't," he warns, "you are going to be outlawed. It is a most profitable business, but it must be put on a higher plane, which it rightly deserves. The chief trouble is that too many of you don't have the proper viewpoint. That angle must be eliminated. You must organize, clean up and dress up your business and make up your mind that you're in a legitimate enterprise that compares with any other high-class industry in the world today."

Reports from Mr. Capehart prove conclusively that the coin-machine business is booming everywhere. Night and day, by plane, train and automobile, he has been the host at banquets to coin-operators in most of the large cities of the country during the last few weeks. Perhaps no man is better able to judge conditions than he.

The Capehart Good-Will Caravan schedule has included the following cities and dates: Boston, November 5; Chicago, November 8; Greensboro, N. C., November 11; Atlanta, November 13; New Orleans, November 14; Nashville, November 16; Cincinnati, November 18; Cleveland, November 20; Buffalo, November 21; Dallas, November 22; Little Rock, November 24; Louisville, November 25; St. Louis, November 28; Kansas City, November 30; Omaha, December 1; Minneapolis, December 4; and New York City, December 6. J. A. Darwin, the Wurlitzer-Simplex representative, planned the New York City Meeting with the co-operation of the Modern Vending Company.

The Wurlitzer-Simplex parties put on by Capehart have, without exception, been

huge successes. From 250 to 500 people have attended each one. The finest food and entertainment have been provided and in each city some lucky person or persons have drawn as prize a Wurlitzer piano, a Wurlitzer-Simplex machine, or a Skee-Ball.

Winners whose names have been reported to date include: Atlanta, Mrs. Ruth Flynt; New Orleans, Miss Josephine Dalio, whose brother is an operator; Little Rock, Mrs. M. L. Armstrong, whose husband is an operator at Brinkley, Ark.; Chicago, Lee Helwig, an operator, and Mrs. H. F. Cartwright, wife of the partner of the firm of Martens and Cartwright, operators; Boston, Mrs. William R. Hill, wife of the Brunswick Record Corp.'s representative, and Charles R. Mills, Calais, Me.; Greensboro, N. C., Mrs. Joseph E. Allen, wife of a Greensboro operator; Dallas, Mr. W. C. Peaigh, Ft. Worth, Tex.; Cleveland, Miss Virginia Sakes, Warren, O.; Buffalo, S. A. Butlak, 880 Fillmore Ave.; Cincinnati, Mrs. C. H. Dawson, whose husband is an operator; Nashville, Mrs. H. N. Jones, whose husband is an operator, and Winton Brown, McMinnville, Tenn.

In all of his addresses Capehart stresses the fact that there will be no obsolescence in Wurlitzer-Simplex models. There will be improvements and refinements but no radical changes in the coming models. In other words, no operator's investment will be endangered by bringing out models utterly different from the present ones.

These Wurlitzer banquets are devoted chiefly to having a good time. The banquets are always served in spacious and beautiful dining rooms in a first-class hotel or club. The food is always top-notch and satisfying. After a brief address by Capehart, which has more to do with the industry in general than it does with Wurlitzer products, there is always a floor show with dancing by the guests afterwards.

A typical Wurlitzer floor show invariably consists of the finest talent obtainable—twelve or fifteen acts of it. It includes

ensembles of beautiful dancing girls in exotic costumes. There are always clever dancing teams and singing acts, as well as jugglers, acrobatics and specialty numbers; all doing their stuff to the music of a top-flight orchestra. The musical entertainment is invariably well known to stage or radio. In short, no expense is spared to give the Wurlitzer guests such a fine time that they will remember it for the rest of their lives, or at least until Capehart acts as host for another Wurlitzer show in 1937.

Those assisting Capehart in staging the banquets and shows in the various cities on his schedule include: Harry F. King and J. A. McIlhenny, of the North Tonawanda organizations, in co-operation with the Wurlitzer factory representatives in the co-operative areas covered.

CENTER SMASH

• Western Equipment produces football thriller in payout.

CHICAGO.—Proposing to capitalize on the "nation-wide reaction toward anything resembling football," Western Equipment and Supply Co. have produced a new 1-ball automatic payout table known as Center Smash which is said to incorporate practically all the thrills and atmosphere of the attraction which "draws crowds of 80,000 or more into a packed stadium at \$3.30 a seat."

From one to seven college pennants light up on the backboard with the insertion of a coin in the mystery coin chute, and these pennants coincide with the seven field goals and seven touchdown holes on the field. To gain a payout the ball must enter a pocket bearing the college name of a pennant that is illuminated. When the ball enters the field it passes through a series of channels which offer payouts ranging from 10 cents to \$1 for a field goal and 20 cents to \$2 for a touchdown. If the ball goes through a special \$2 channel the player is automatically paid off, whether the ball makes a field goal or touchdown or not.

Cabinet of the game is constructed of beautifully finished wood, it is said, and the action illustrations on the field add to its playing appeal. Center Smash is equipped with Western's double-action motor driven automatic payout unit, visible escalator coin chute, front swing payout door and an adjustable anti-tilt device.



GIBSON BRADSHAW, who recently established a new office in Denver, Colo., at 1415 South Broadway, is shown here on a recent visit to Chicago. He reports that the sales outlook for Colorado during 1937 is extremely promising.

K. C. PARTY

●Wurlitzer's good-will affair for this area draws banner crowd.

KANSAS CITY, Mo. (RC)—The largest crowd of Kansas City and neighboring operators on record assembled in the ballroom of Kansas City's Muehlbach Hotel, Monday, November 30, on the occasion of this area's Wurlitzer good-will party. Some 225 operators, dealers, jobbers, distributors and friends were present.

The evening's program included a 7-course dinner, an 8-piece orchestra, seven acts of vaudeville, and a half-hour's discussion of operators' problems. Attendance at the affair included Kansas Operators L. D. Ptacek, Herrington; Roscoe King, Garnett; Dave Marion, Wichita; R. F. Evans, Dodge City; Vernon C. Sperry, Topeka. Missourians included Norman Stevens, Sedalia; F. C. Mason and T. C. Crumitt, Central Distributing Co., Kansas City; Andy Rehor, Coin Machine Exchange, Springfield; A. H. Myers, Chillicothe; Carl Hoelzel, United Amusement Co., Kansas City.

L. W. Rice of Oklahoma City, Mr. and Mrs. J. P. Blackwell and R. Q. Kramer of Denver were out-of-the-territory guests. Kramer is Rocky Mountain representative for the Wurlitzer Co., and brother of O. F. Kramer, the party's host.

Miss Helen Keppler won a Wurlitzer studio model piano in a drawing held exclusively for ladies, and James E. Smith, a Kansas City operator, carried off the honors in the second drawing, winning a Wurlitzer phonograph, 36 Decca records, a record carrying case and ten needles. The latter part of the prize was donated by Joe T. Turner, local representative for the Decca firm.



GREETING

each other at the big Rock-Ola plant are two of America's largest distributors, W. P. Loomis and Fisher Brown, who arrived at practically the same time. Loomis' headquarters are located at 20 Center Street, Northampton, Mass., and 1234 Washington Street, Boston. Brown headquarters at 2702 Ross Avenue, Dallas, and maintains offices in practically every large city in the South.

'SENSATIONAL'

● Rockola discusses Rock-Ola's Tom Mix Radio Rifle.

CHICAGO.—"Don't overlook the profit producing magic of that great name, Tom Mix," declared David C. Rockola, discussing his firm's new Radio Rifle. "The biggest and best known and best loved name in the entire amusement world is that of Mix. Look at the millions of dollars worth of advertising power in such names as Shirley Temple, Babe Ruth, Major Bowes, Eddie Cantor, Fred Allen and Jack Benny. Then realize that collections are sure-fire for operators through the tie-up of the great name of Tom Mix with the Radio Rifle."

Test locations, according to Rockola, have proved the device to be sensational, and the two years of research through which the machine has gone have proved it sound and fool-proof. He also points out that it embraces brand new principles covered by patents so that it cannot be compared with other games. It is uniform result-producing and low in operation cost, since it requires only the equivalent current of a 60 watt light bulb.

Mix himself recently placed orders for 117 of the machines for his Hollywood friends, and the plant is working at capacity so that over 2,500 bookings are now in the process of manufacture.

NEW JOBBER

SEATTLE, Wash.—James Hawkins has opened a vending machine jobbing establishment at 93 Wall Street. Name of the new firm: Acme Vending Co.

GAGSTER?

● Seattle operator finds "new" clothing after visit to jobbers.

SEATTLE (RC)—Operator George Heberling blushes every time he goes into the rumble seat of his car for something. He remembers only too well what happened on such an occasion recently. He had put a bag containing various personal items into the rumble seat. George stopped off at Elliott Avenue West and went in to talk things over with the jobbers. Later he drove home.

When he pulled the bag out of the rumble seat and opened it, he found staring up at him an old pair of trousers covered with paint stains, a pair of soiled shoes, and a pair of red flannel underwear.

The answer is that someone had parked a car resembling George's nearby and had juggled the wrong bag. Or maybe some gagster was just testing out his sense of humor.

CHEATER CAUGHT

● Missouri man admits use of counterfeit quarters.

HARRISONVILLE, Mo. (RC)—Secret service agents here recently arrested Elmer L. Denny, 29, for questioning after he had assertedly placed several counterfeit quarters in a "gambling machine" near Twelfth Street and Baltimore Avenue.

Denny admitted to Kansas City detectives, after his arrest, that he had put the quarters in the machine.

FINED

● Seattle counterfeiter jailed, fined as result of possession, use of fraudulent coins in machines.

SEATTLE (RC)—Anthony A. Zuanich, 24 years old, was sentenced to one year in the county jail and forced to pay a fine of \$1,000 when he pleaded guilty to counterfeiting 1874 German pfennig coins and using the coins in slot machines.

Zuanich's attorney made motion for a suspended sentence, but Federal Judge John C. Bowen overruled the plea and passed sentence. It was learned that the defendant had served seven months on a similar charge in 1933.

DOUBLE SHIFT

CHICAGO.—Production of Bally Mfg. Co.'s Eagle Eye on a double-shift basis has just been announced by General Sales Manager Jim Buckley in a late report. Buckley declares that this stepped-up production on the "triple duck" target game will be continued at least until after the Annual Show, and in the meantime orders are being filled as rapidly as possible.

BETTER BUSINESS

PUEBLO, Colo. (RC)—E. R. Jackson, operating peanut and Boston Baked Bean vendors, and a few slots, reports a very satisfactory business, stating that it has improved steadily during the past three months.



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And Continued Prosperity in 1937



Wurlitzer Waldorf-Astoria Party Establishes Long Time Record For Gaiety, Brilliant Attendance

NEW YORK CITY.—Bringing to a close a series of sectional gatherings, the great Wurlitzer organization held what was doubtless the greatest banquet and party ever known to the coin machine industry at the Grand Ballroom of the Waldorf-Astoria Hotel, here, December 12.

From thousands of miles, operators, jobbers and distributors made special trips to be present at the affair. Invitations were so highly valued that many present reported a tremendous demand from friends for entrance. The complete Wurlitzer organization was there en masse.

Beginning early Sunday afternoon visitors and friends including all the new York celebrities, as well as operators, jobbers and distributors from a tremendous area surrounding this city, began to gather at the Waldorf-Astoria to meet with the great delegation which had arrived from the Rudolph Wurlitzer Co. home and district offices. Many hours before the official opening of the Grand Ballroom there was a great crowd awaiting in pleasant anticipation the affair of the evening. Enjoyment was the keynote of the day. Old friends from miles about once again met Homer E. Capehart, popular and beloved leader of the Wurlitzer organization, who was present with his usual congeniality and good humor to help round out the afternoon leading to the great evening that was to follow.

At 7 o'clock there was already a tremendous jam at the ticket desks in the lobby. Visitors continued to arrive in droves, regardless of rain and sleet. The crowd became so great at one time that it was necessary to form the ticket holders into line so that those handling the seating arrangements could work more efficiently.

At 8 p.m. the lobby of the Grand Ballroom was packed to capacity, with still more and more couples arriving every minute.

Dinner dress predominated among the men, with formal attire noted here and there. Decollete evening gowns and the gleaming jewels of the wives and friends of the coinmen were well sprinkled throughout the black of the evening wear.

At 8:30 the doors leading to the Grand Ballroom were thrown open, allowing the majority of the crowd to go to their reserved tables. Harold Kahn and his orchestra provided musical entertainment while the crowd was being seated. Visible at once was a tremendous six-foot sign of welcome to Homer Capehart from Modern Vending Co. Over the great stage there was another huge six foot sign, with a complete body-length picture of Capehart, which said, "Happy Landing to our Leader" and was signed by J. A. Darwin. This picture was surrounded by flags. Huge banners bearing the Wurlitzer name decorated the balconies.

At exactly 9 o'clock the men who were to be seated at the long speaker's table entered. They were: Capehart, guest of honor and vice-president, as well as director of sales, of the Rudolph Wurlitzer Co.; Darwin, special representative of the Wurlitzer firm, who was also toastmaster of the

evening; Nat Cohn, president of Modern Vending Co.; R. C. Roling, vice-president and general manager of the Rudolph Wurlitzer Co.; Paul S. Bennett, manager of the Games Division for Wurlitzer; Bill Gersh, director, sales promotion for Byrde, Richard and Pound, advertising agency; Wm. Landsheft, president of Landsheft and Warman, advertising agency; C. E. Johnson, Wurlitzer vice-president and plant manager; Robert S. Bleckman, Chicago district manager for Wurlitzer; Harry F. King, personal secretary to Capehart; B. L. Kulick, Wurlitzer's New England district manager; J. A. Macilhenny, assistant to Capehart; P. R. Bowers, manager of the New York Wurlitzer music store; Paul Fuller, Wurlitzer designer; W. R. Deaton, Wurlitzer district manager for North and South Carolina; E. H. Petering, Wurlitzer



sales manager; Wm. P. Bolles, Wurlitzer credit manager; Ralph J. Reinhart, eastern advertising manager for the Billboard; Sydney J. Levine, counsellor to Modern Vending Co.; S. T. Cass, Wurlitzer's New York state and Western Pennsylvania district manager; Robert J. Norman, Wurlitzer advertising manager; J. E. Broyles, assistant to Capehart and Alan A. Seeger, leading Asbury Park, N. J., operator.

When all these men were seated the band struck up the "Star Spangled Banner" and the greatest banquet in the history of the coin machine industry was under way.

With the serving of the demitasse Darwin took over the microphone at the speaker's table and began to introduce the members of this table to those present.

In his turn Nat Cohn, president of Modern Vending Co. took over the microphone to introduce Capehart, saying... "I am going to introduce the man who 'dedicated his life to the operators of America'—a man whom we all greatly respect, admire and love, a man whose accomplishments are legion in the industry, a man who, with

the cooperation of the other executives of the Rudolph Wurlitzer Co., made this banquet possible—Homer E. Capehart."

Capehart, explaining that much of the credit for the arrangement of the entire affair was due Irving Sommer, general manager of Modern Vending Co., made an especial point of the fact that Sommer was in Florida convalescing from an illness, and expressed his best wishes. Then, turning to the audience, he announced that he had a twenty minute speech that was "straight from the shoulder." Tracing the growth of the business and outlining the future, he asked for a greater strengthening of morale by the operators, jobbers, distributors and manufacturers in the industry. He pointed to the fact that the members of the industry itself were the ones most ashamed of their professions. He clearly explained the difference between the various factors entering into the operation of certain equipment, and said that the reason that certain equipment was not readily accepted was strictly due to the operators themselves.

He prophesied that the industry was bound to go ahead. That the day would come when complete stores of automatic equipment would be the rule. He felt that leading manufacturers of food products and of other nationally advertised merchandise not now gaining the complete cooperation of the merchants would erect vending equipment to help them more efficiently sell their merchandise.

He warned that the chiselers in the industry could not hold back the growth of the business due to the fact that it was based on a solid foundation.

He finished his speech with a ringing plea for greater cooperation from the New York men to whom the entire industry looked forward for the progressive actions which they usually followed, and stated that as far as the coin machine business was concerned, "As New York goes—so goes the coin machine world."

With the sustained applause finally dying down, a prominent local operator asked for the microphone, saying that he felt that the operators as a whole should be heard from in answer to the great speech made by Capehart. He praised the Wurlitzer organization for bringing to the operators the great products which had made possible such outstanding prosperity. "And," he said, "because of this fact, and because we feel that we have present tonight one of the greatest men the coin machine industry has ever known, we, the operators of the city of New York, take great pleasure in presenting to Mr. Homer E. Capehart this gold wrist watch as a token of our esteem and affection."

In a few moments the show was on as Milton Berle, famed on stage, screen and radio, burlesqued a strip tease and then, acting as master of ceremonies introduced the following acts:

Seidler's Society Steppers, a chorus of eight beautiful well trained dancers; Keloah, sepia contortionist dancer of the Cotton Club; Stan Kavanaugh, nationally famed comedy juggler, featured in the current Ziegfeld Follies; Gypsy Rose Lee, former strip tease queen and Follies star; Kavanaugh Sisters, tap dancers; Benny Goodman, "King of Swing" music; Teddy Wilson and Billy Holiday, sepia song stars; Dolly Dawn, singing star of George Hall's Orchestra; Pat Nann, who also acted as

(See WURLITZER, Page 15)

YOUTH SUCCESSFUL

● Frederick Zemke termed "one of America's youngest successful cigarette operators."

ANN ARBOR, Mich.—Even before graduating from the local high school here, Frederick "Fritz" Zemke, was a successful cigarette machine operator, according to recent investigation into the matter of "youthful operators." Despite his serious interest in study, his major courses did not retard his progress and his enthusiasm. Despite the depression his business prospered.

Termed a "go-getter," young Zemke is said to be always on his toes with facts about the business. He knows all about his machines, and he knows a lot about the machines of other operators. He knows the percentages of profit in the business of cigarette merchandising, and he knows his costs for each department. He keeps his stock turning, and always at a minimum.

It is said that Zemke will go out of his way to find out who is putting up a new store, what kind of business will occupy it, and he will be first on the job if it turns out to be a "location." He knows that in his business an operator must be both merchant and salesman, and he has schooled himself accordingly.

Every make of machine and every type of operator is represented in his territory, from "cut-throat-price" artists to "selling-location" fellows, to "sympathy" operators. Yet he has beaten them all. Locations stick to him through thick and thin, though others offer double commissions and promises of special services.

Equipped entirely with Rowe machines, Zemke is successful in every sense of the word.

SHOW QUARTERS

CLEVELAND.—Arrangements for his company's quarters at the Hotel Sherman have recently been completed by Meyer Marcus, head of the Markepp Co., according to report, and an invitation is extended all Ohio operators to drop in and make themselves at home.

Reilly Flies East

● Amaco coast manager to N. Y. to map Mutoscope deliveries.

LOS ANGELES.—Hopping a transcontinental plane the day after Christmas, Pacific Coast Manager Fred Reilly of Amaco, Inc., planned to confer in New York with Eric Wedemeyer and other officials of the firm on increased shipments of Mutoscope Cranes to the western territory.

Queried concerning the possibility of a new model Mutoscope for 1937, Reilly declared that this machine is not built on the basis of yearly models. "The Mutoscope," he emphasized, "is a year in and year out proposition and continual improvements are made from time to time. But the Mutoscope is standard equipment and the operator's investment is not jeopardized by the threat of becoming obsolete as in the case of drastic changes in design every year."

Reilly, who during the past year has acquired the title of "professor" as a result of a series of public addresses, announced that he would devote a portion of his time in New York to selection of additional stocks of premium merchandise.

He denied, however, that he would accept further speaking engagements in the cause against iniquitous beverages.



"It's so nice of you to come in to look at my busts!"

VAST MARKET

● Survey reveals 62.7 per cent of population an untouched cigarette market.

WASHINGTON, D. C.—As a result of a recent survey it was revealed that 62.7 per cent of the total population of the United States are not yet cigarette consumers. One-third of all young men and three-quarters of the young women under forty-years-of-age, do not smoke cigarettes, the report disclosed. Less than 10 per cent of the women over forty are present consumers.

Discounting those who have "moral scruples" and those who for reasons of health do not smoke, the field is still tremendous in the number of new customers yet to be exploited.

To keep old smokers and to gain new, the "big four" tobacco companies spend between \$40,000,000 and \$50,000,000 annually in magazine and newspaper space, radio time and billboards. Cigarette buyers, fickle in their tastes, switch brands frequently, and the leading firms continually jockey for first place in sales.

In the year 1912 about 13 billion cigarettes were consumed. In 1935 the consumption reached the staggering total of 135 billion cigarettes. This year's figures, of course, are not yet available, but the astounding progress of the cigarette business insures a bright future for the cigarette machine operator.

A federal tax of six cents is applied to each package of twenty cigarettes, and from this source the national government realizes close to a half-billion dollars annually.

FALKENBERG BACK

● Ray-O-Lite distrib returns from Chicago, announces new sales plan.

LOS ANGELES.—W. P. Falkenberg, manager of the Ray-O-Lite Distributing Co., returned early in December from a fast trip to Chicago, where he visited the factory of the J. P. Seeburg Corp. and completed arrangements for extending their activities in Southern California on Ray-O-Lite rifle machines.

Falkenberg announced that an interesting sales plan has been worked out that will appeal to operators. It is the firm's plan to carry Ray-O-Lite warehouse stock in Los Angeles to facilitate deliveries. He further said: "Our position to supply parts and service is an important factor in our successful venture with gun machines and will serve as a protection to all operators interested in Ray-O-Lites."

ROWE MEN PROMOTED

● Faithful service results in bigger jobs for vending machine firm.

NEW YORK.—Displaying a "brand of meritorious service with such consistency that it could not escape our attention," Carlo Schembari, erstwhile mechanic, has been promoted to serviceman, according to a recent announcement from the Rowe Cigarette Service Co.

Salvatore Sparacino was recently elevated from shop foreman of the service branch to the repair department of Rowe Mfg. Co. Replacing Sparacino in the other post is Edward Jones.

Bill Burke was moved up from "guardian of the money room" to serviceman, and Ben Schwartz has been assigned to special duty, an important assignment.

Miss Dorothy Busch is a new addition to the Service Co.'s office staff.

To Our Friends and Customers

W. P. FALKENBERG

RAY-O-LITE DISTRIBUTING COMPANY

Los Angeles Address: 1028 S. Olive Street

PROspect 5644

JOE ZIFF

IRVING BROMBERG CO.

521 Golden Gate Ave.

San Francisco

CHARLES E. WASHBURN

1435 W. Pico Street

Los Angeles

CALIFORNIA EXHIBIT COMPANY

Manufacturers of EXCEPTIONAL Coin-Operated Amusement Games

1606 South Flower St., Los Angeles, Calif.

Merry Christmas

L. H. STARK

IDEAL WEIGHING MACHINE CO.

Mfrs. of the IDEAL Scale

1012 W. 43rd St.

Los Angeles

MAC SANDERS

ADVANCE AUTOMATIC SALES CO.

1150-54 W. Washington Blvd.

LOS ANGELES

AMACO, Inc.

CRANES, ROTARIES PLUS SELECTED MERCHANDISE

Los Angeles Branch: 824-830 W. Olympic Blvd. PROspect 2353
AND ALL PRINCIPAL CITIES

ERIC WEDEMEYER

WESTERN VENDING MACHINE CO.

Established 1931

1511-13 W. Pico St.

Los Angeles

LEW FELDMAN

OPERATORS VENDING MACHINE SUPPLY CO.

1028-1030 S. Grand Ave.

Los Angeles

SID BLOOM

And Continued Prosperity in 1937

To Our Friends and Customers

HARRY J. SNYDERMAN

H. J. SNYDERMAN CO.

Novelty Merchandise

156 NINTH STREET

SAN FRANCISCO

DISTRIBUTORS

JOBBERS

IRVING FISHER CO.

2644 West Pico St.

Los Angeles

DECCA DISTRIBUTING CORPORATION

Decca All-Star Records

105 Market Street

SAN FRANCISCO

1240 S. Main Street

LOS ANGELES

N. H. STEARNS

ATLAS AMUSEMENT CO.

Operators of the Latest in Coin-Controlled Equipment

NEW ADDRESS:

2357 W. Washington Blvd.

Parkway

7632

Los Angeles

PHILIP ROBINSON

Western Representative Buckley Mfg. Co.

WYoming 8962

155 S. MANSFIELD

LOS ANGELES

Merry Christmas

Season's GREETINGS from Werts . . .

Our best wishes to our friends in the field whose earnest efforts contributed so much to the success we have enjoyed during the past year. The sale of our famous JAR-JACK POT CARD DEALS, TALLY CARDS and TRADE STIMULATORS in 1936 far exceeded all expectations.

WERTS NOVELTY CO., Inc., Muncie, Ind.

FELICE CHURCH

GOLDEN GATE NOVELTY CO.

106-116 Golden Gate Ave.

San Francisco

PACES RACES, Inc.

1182 Market Street

H. R. "HANK" MASER

Pacific Coast Manager

PACE MFG. CO., Inc.

San Francisco

BERNIE DALY

COIN MACHINE TRANSFER SERVICE

1481 W. Washington Blvd.

Los Angeles

GEORGE M. GRAHAM

District Manager, Mills Novelty Company

1070 Atchison St.

Pasadena, Calif.

And Continued Prosperity in 1937

TWICE FREED

(Continued from Page 1)

All in all, the second trial was destined to be only a repetition of the first, for once more the prospective jurors dwindled down, this time, to a point where there were only ten available. And again there were two women. At 12:30 the jury went out to deliberate.

Taking an extra five minutes to be sure of themselves, the jurors stayed out only fifteen minutes before returning so that Foreman Herbert Hume could deliver the verdict to Judge Hellam. When the "Not guilty" response was read for the second time it meant a clear and undeniable victory for LaVelle and his machines, so that once again he is operating.

Other members of the second jury were Mrs. Eleanor Dorney, Mrs. Anna M. Sextone, Albert R. Greer, Fernando P. Enos, Guy E. Nutter, W. J. Follett, Horace W. Ayers, Harold L. Doolittle and Samuel H. Hooke, all of Monterey.

SHOW

(Continued from Page 1)

the hotel at which they wish to stay.

With Joe Huber, of Huber Coin Machine Sales Co., as Show Director, and N. Marshall Seeburg, of the J. P. Seeburg Corp. as chairman of the Committee, the body responsible for making arrangements and insuring the success of the affair includes: A. G. Bradt, G. M. Laboratories; A. E. Gebert, Advance Machine Co.; Homer E. Capehart, Rudolph Wurlitzer Co.; L. W. Gensburg, Genco, Inc.; J. H. McMahon, H. C. Evans and Co.; Ted Stoner, Stoner Corp.; Ode D. Jennings, O. D. Jennings & Co.; Leo J. Kelly, Exhibit Supply Co.; D. W. Donahue, Mills Novelty Co.; David C. Rockola, Rock-Ola Mfg. Corp.; and W. A. Tratsch, A.B.T. Mfg. Co.

SCALES PROFITABLE

PUEBLO, Colo. (RC)—Evarts S. Fox and Ted Buckstein, operating as Pueblo Weighing Service, report that their Automatic scales have been quite profitable during 1936. Business, they say, has been steadily on the upgrade throughout the year. Fox is salesmanager and Buckstein is city salesman for Fox-Vliet Drug Co. here.

North Carolina is still coming through. This time it's with a subscription for G & M Coin Machine Co.



"How about something for the 'Police-men's Benefit,' lady?"
"Nothing doing. I'm engaged to this guy!"



I. F. WEBB, manager of the phonograph division of the Rock-Ola Mfg. Corp., announces that orders for the Rock-Ola Rhythm King phonograph have exceeded all expectations, forcing the plant to work 24 hours a day to meet the demand. Here he is surrounded by orders to prove it.

SPECIAL RELEASES

● Decca replates 24 numbers to meet demand for "standard" discs.

SAN FRANCISCO.—In response to what is termed "an almost continuous demand from operators and dealers alike for more records of a standard nature," Decca Recording Corp. has announced a special release of 24 new discs ranging from old-timers to nearly new numbers. It is believed that all have sufficient popularity to make them steady numbers with the public.

Eight standard dance groups, featuring such artists as Garber, Henry King, Henry Busse and the Landsdowne House Sextette, include such tunes as "Shine On Harvest Moon," "Kitten on the Keys," "My Buddy," "My Wonderful One," and "Alexander's Ragtime Band."

The hot dance group, seven records, includes such numbers as "Temptation" and "Ring Dem Bells." Eight waltz and accordion records include arrangements of "She Fell for a Feller from Oopsala," "When I Grow Too Old to Dream" and "Hearts and Flowers." One sacred number, to be added to the regular catalog, appears with this group.

GOOD BUSINESS

LOS ANGELES.—Indicating that the boom, predicted by a number of the nation's economists, is already under way, Los Angeles Operators Milton Goldbaum and Bert Buetler have revealed that they are enjoying good business through their purchases of new cars. Goldbaum has a new Terraplane and Buetler a new Dodge.

WILL PAY CASH

for Selectophones and P-10's.
Must be in good condition.

Phone: CEntury 27869, Los Angeles

NELSON PROMOTED

● Rock-Ola's general salesmanager moved up to vice-presidency.

CHICAGO.—With increased business permitting the Rock-Ola Mfg. Corp. to take some healthy strides toward new high levels, comes an announcement from President David C. Rockola to the effect that Jack Nelson, the firm's general sales manager, has been promoted to the office of vice-president. Nelson entered the manufacturing business last June after he had served on the *Billboard* for 21 years. He will continue to act as general sales manager, but he will have the new title of "vice-president in charge of sales."

In discussing future prospects for the industry, Nelson declared: "The present trend . . . should be encouraging to everyone connected directly or indirectly with the industry. Never in its history have prospects been so bright for the alert coinman. The country is prosperous and there is plenty of money. If coinmen will serve their customers correctly they will prosper just as all other business men . . . After plowing through the depression, bank holidays and similar obstacles, coin machine men should find the going easy now, with the excellent conditions that confront them."

OSCAR ABSCONDED

● Collection man who disappeared with cash and keys, wanted.

ST. LOUIS.—Absconding with collection money and with a complete set of Rowe Cigarette machine keys, Oscar Zinzel, 33 is very much wanted by the firm which formerly employed him.

Described as being of slim build, 5 feet 6 inches in height, weighing about 130 pounds, round-shouldered, and driving a 1932 Ford sedan with a 1936 Wisconsin license number 107-325, word of Zinzel's whereabouts would be greatly appreciated by M. I. Roufa, c/o Automatic Cigarette Sales Co., 816 South Broadway, St. Louis, Mo.

Modernize

By Bob Schwarz, Les Purington
and Charley Snyder

IN A RECENT issue of Mills Novelty Co.'s house organ, *Spinning Reels*, three Millsmen got together to make a symposium on the need for modernization. With the fast-approaching 1937 Coin Machine Show almost here, the reprinting of their comments is most timely. Lots of new equipment will be on display at the Hotel Sherman. Operators are urged to take the matter to heart.

MODERNIZE, OR PERISH, advises Bob Schwarz: Just recently a newspaper article stated that the Milwaukee Road has put into operation a new Hiawatha streamlined train, after studying and checking the original Hiawatha, ever since it began to operate, for improvements which could be incorporated in its equipment and service to make it more attractive to its passengers.

At almost the same time the Burlington Railroad announces a new Zephyr and several eastern roads make announcements along the same lines.

The airways, too, are doing the very same thing. United Airlines, TWA, American Airways and others are placing, or have placed, contracts for newer, more modern, better, more attractive ships to attract the public and to make them air-minded.

Even steamship companies are endeavoring to outdo each other in offering boats that are the last word in smartness, luxury, safety and comfort. Not so long ago the Ile de France was the last word in steamship travel, finally yielding to the Conte di Savoia and now to the Queen Mary. And every time one of these smart modern boats starts her maiden voyage there is a great to-do, with notables present, cameras clicking, cheering and hullabaloo.

And finally, before your new Ford or Chevrolet or Buick or whatever car you drive is released to a breathless public, there are reams and reams of advertising copy broadcast in every newspaper, magazine and billboard, until you are absolutely groggy with all the wealth of refinements, luxury, riding qualities, performance and economy which each car claims to possess.

And, when it is all said and done, the same process will be repeated next year, and the year after, and the year after that by the railroads, the airways, the steamship companies and the automobile manufacturers.

Why? Because that's progress. That's the way things are done in this world of ours today. We must modernize or we perish.

SHIFT—IN TIME! warns Les Purington: Do you think the original Hiawatha is worn out? Do you think the 160-mile-an-hour Boeing planes won't fly any more? Do you believe that the Ile de France is an old, antiquated ship, or do you think the auto you bought just last year is going to fall to pieces?

No, you don't. But still you believe that the new train or plane or auto is much more desirable when you come to patronize it, because it is modern, up-to-date, swell.

You feel a personal pride when you step off the ultra-smart streamlined train, or when you walk down the gangplank of the Queen Mary, or purposely slam the door of your brand new car, after you have driven up to the curb with a flourish.

And the other poor mortals see you and envy you, and secretly resolve that they will also ride in that train, or come down that

Clever Operator Prevents Cheating

HERE'S how one clever operator, a Southerner, eliminated the few slugs that were getting into one of his machines:

Suspecting that some of the employees of the restaurant, where this particular machine was spotted, were the offenders, he chose a time for servicing the equipment when he knew that most of them would be present.

He opened the machine, drew his handkerchief from his pocket and covered his fingers. Then, very gingerly and very slowly, he picked up the slugs, one at a time, from the money drawer.

"What're you doing that for," asked one of the waiters.

"Oh, the Department of Justice wants me to bring them some slugs so they can study the fingerprints," the operator replied.

Did he find any more slugs in his machine? He did not!

gangplank or slam the door of their sparkling new auto some day when you are watching.

And the reason they envy you and resolve to do as you are doing is because they realize that you are up-to-date, modern, in step with the times.

Now this very same line of reasoning applies to your business as an operator of machines, whether they be Bells, Venders, tables, phonographs, or peanut machines. To make the most out of your business, you must prove not only to your location, but also to the players or customers of your machines, that you are modern, progressive, in step with the times.

You have a lot of old junk machines in several of your locations that are just about as modern as Lincoln Beachey's pusher plane, and your stock excuse is, "that location doesn't make enough money to install a new machine." That's not true. That's just an evasion.

If a location is not good enough for a new machine, you ought to stay out of it, and if it isn't safe enough for a new machine, you should also stay out of it. In the first instance you work for nothing and in the second instance an old machine will cause as much trouble as a new one.

But if you put a new machine into a location that you consider isn't good enough to warrant a new machine, in 99 cases out of 100 it will develop into a spot which shows a profit. Why? On account of the new machine.

"SPARKLE, ZIP, ZEST!" Charley Snyder says the people are familiar with newness: Remember that the people who play your machines have had newness, modernity, sparkle, zip, zest, played up to them by every advertising medium known, so that they finally think that unless a thing is new, modern, up-to-date, that it's no good, and they won't give it a tumble.

This is a fact. You have seen the bar in the hotel become a chromium furnished, indirectly illuminated cocktail lounge. You have seen the hamburger joint become a modern, bizarre gathering-place, where the customers delight in eating glorified ham-

burgers, and you have even seen the one-armed restaurant become a streamlined air-conditioned place for people who love to dunk their machine-made doughnuts in modern, dated coffee.

And everybody loves it, because it's modern, up-to-date, smart. And the proprietor's cash registers ring, and ting, because people wise go way out of their way to patronize anything that's new, modern, different.

If you can't see the connection between what I have mentioned and your present equipment of old machines, then you ought to start peddling shoestrings. But if you see the point, as I know you will, then by all means start right now to modernize those machines. Keep in step with the times. Make money with new, smart, modern equipment. Be progressive.

The stream of coins that's waiting to go through that new machine you are going to order next week is now going through that new machine which the other operator ordered last week, because he was modern and up-to-date.

Sit down right now and write, wire or phone in the order for that brand new machine which you know you should have.

TO CHICAGO

LOS ANGELES.—To insure their arrival among the first gatherers at the Annual Chicago Coin Machine Show, Frank Shonwalter of Orange, Calif., representative for Caille Brothers Co., and Max Sax, traveling representative for Superior Salesboard Co. of Chicago, are leaving a month in advance, according to report. The pair will drive East in Sax's Studebaker.

BACK FROM TRIP

ATLANTA, Ga.—N. D. Eubank of the C. D. Harris Cigar Co., and Mrs. Eubank, have just returned home from a month's motor trip. Their itinerary included the exposition at Dallas and Fort Worth and a visit to Mexico City.

METER REVENUE

TOLEDO, Ohio. (RC)—Newly installed parking meters on Toledo's downtown streets yielded receipts amounting to \$1,397 to the city during the first week of operation. The city expects to derive about \$70,000 a year from the meters. Eventually the number who pay fines of a dollar for overtime parking may also increase as enforcement tightens.

NEW OPERATOR

PUEBLO, Colo. (RC)—An enthusiastic new operator here is Perce Flannagan, a druggist. Flannagan has had twelve Bally Babies on location since November 15, and reports a very satisfactory income from them. He states that he intends to buy more machines about the middle of January.

ACQUITTED

MONTEREY, Calif.—Remaining out for only six minutes, a typical jury which included three housewives acquitted William H. "Red" LaVelle, local coin machine man, of all charges of gambling. The recent trial was held in justice court with District Attorney Anthony Brazil prosecuting. The machine in question, a Pace's races, was adjudged an amusement device.



ROCKOLA—again cautions musicians on programs.

WARNING REPEATED

● David Rockola reviews former stand with regard to record situation.

CHICAGO.—A recent gathering of music operators was in progress in the new display room of the Rock-Ola Mfg. Corp. when David C. Rockola was further asked to voice his opinion of the music business in general, and the present record situation in particular.

In response Rockola declared: "Gentlemen, right at this very moment, in various sections throughout the country, local authorities are finding fault with various types of coin-operated machines. This includes all types of machines in different localities—except phonographs.

"Authorities everywhere look upon phonographs as real American entertainment, and also look upon the operator of phonographs as a reputable business man of character, the same as any other responsible business man in any community. Now I am not necessarily one of the conservative type. I enjoy a good time, and a good story, just as well as the next fellow, but at the same time I feel that the use of suggestive songs and questionable 'ditties' are jeopardizing the good, clean well-established and well-thought-of legitimate business of the music operator.

"People can be very modern and liberal and believe in all the rights of American Liberty, and still dislike to take their wives or children some place where they may, unconsciously and unintentionally, be compelled to hear ribald words on a phonograph record, instead of a popular number created by a real composer, 99% of whom compose their music and lyrics for the

99% of the American people who are clean, decent and moral.

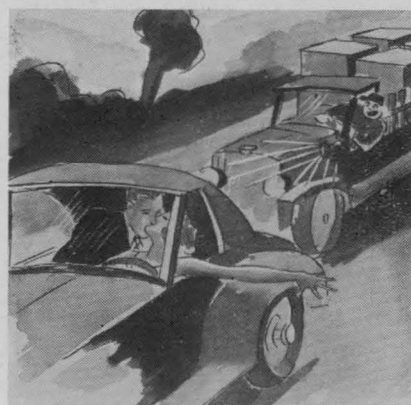
"The best concrete proof of the fact that a vast majority of people not only do not approve 'smutty' records, but on the contrary actually detest them, is best evidenced by the tremendous number of letters I received, following my recent article on this subject, most of the letters coming from operators themselves who were quick to realize that questionable records jeopardize their present investment and their future progress as music operators. The letters, received from practically every section of the country, very forcefully stated that they were looking ahead to the harm which, undoubtedly, could be done if a few short-sighted operators insisted upon forcing obscene records upon a public which certainly does not want them.

"No one can dispute the fact that the song hits of our nation are always uplifting and inspiring. For ten consecutive weeks, the choice of America in popular music was the song, 'Did I Remember?'—a beautiful, wholesome number which, throughout practically the entire summer, was the dominating song hit, not only of this country, but of the entire world.

"Among others were 'When Did You Leave Heaven?'—'A Star Fell Out of Heaven'—'I'll Sing You a Thousand Love Songs'—'The Way You Look Tonight'—'Pennies from Heaven'—'A Fine Romance'—and the present leading song hit, 'In the Chapel, in the Moonlight.' These are outstanding songs and the choice of 98% of the American public today. Can you find the slightest semblance of anything off-color or suggestive in any way in the really popular songs of today?

"True, there are a great many so-called 'Swing' and 'hot' numbers, but they are an accentuated syncopation or, of a fast, snappy rhythm—but even these are clean in words; in almost every instance, they are merely 'fast time,' rather than with a 'fast' set of lyrics. There is a marked distinction between 'hot' records and 'rot' records."

Time Marches On, but Operator A. M. Story of Alabama always finds time to read his REVIEW.



"All right! All right! What's holding you?"

Out January 7th

The 1937 Surprise of the Coin Machine Industry

The Streamlined

COIN MACHINE REVIEW

Season's Greetings

MIDGE RYAN
MILLS NOVELTY COMPANY

1182 MARKET STREET

SAN FRANCISCO

To Our Friends and Customers

SKILL DRAW

COUNTER POKER GAME DE LUXE

\$23.75

CHAS. FEY MANUFACTURING CO., Inc.

"Producers of Winners Since 1889"

1885 Mission Street

San Francisco

IRVING BROMBERG CO.

1481 W. Washington Blvd.

Los Angeles

AUTOMATIC VENDORS CO.

LOS ANGELES

W. A. BRADFORD

BRADFORD NOVELTY MACHINE CO.

GRaystone 1809

536 Golden Gate Ave.

San Francisco

WILL P. CANAAN

1354 W. Washington Blvd.

Los Angeles

Merry Christmas

The NATIONAL Cigarette Vendor
McNEIL NATIONAL SALES CO.

713 S. Westmoreland

Los Angeles

EINAR WILSLEV

VIKING
SPECIALTY CO.

530 Golden Gate Ave.

San Francisco

JACK R. MOORE

JACK MOORE
Portland

AL GUSTAFSON
Seattle

LLOYD SUTTON
Los Angeles

HERMAN LEVIN
Spokane

ART BRANT-JOHN RUGGIERO
San Francisco

HORACE W. SKELTON

ROWE SERVICE COMPANY

Cigarette Vending Machines

2811 S. Hill St.

Los Angeles

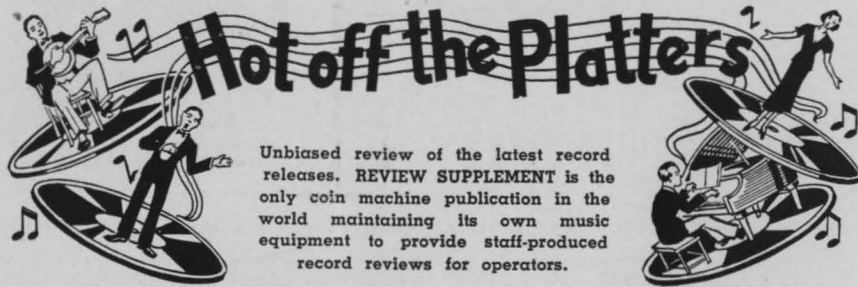
"WIN... WITH WYNN"

WYNN NOVELTY CO.

551-555 Golden Gate Ave.

San Francisco

And Continued Prosperity in 1937



Unbiased review of the latest record releases. REVIEW SUPPLEMENT is the only coin machine publication in the world maintaining its own music equipment to provide staff-produced record reviews for operators.

BRUNSWICK

MUSIC IN THE MORGAN MANNER
BRUNSWICK (FT)
7777 { I'M IN A DANCING MOOD
SOMEONE TO CARE FOR ME (FT)

The incomparable Russ again steps to the fore with a pair of dandies. Morgan vocalizes the charming words of the first and Lewis Julian does nobly by the chorus on the second side.

ART SHAW (Orchestra)
BRUNSWICK (FT)
7778 { THERE'S SOMETHING IN
THE AIR (FT)
TAKE ANOTHER GUESS (FT)

First is a slow foxtrot taken from the new picture, "Banjo On My Knee." Second, in a faster tempo, is equally fine to dance to. Good.

LUD GLUSKIN (Orchestra)
BRUNSWICK (FT)
7779 { RAINBOW ON THE RIVER
YOU'RE TOO GOOD TO BE TRUE (FT)

Two swell numbers. First from the picture of the same name and second is a new Greer number. Rather sophisticated, but plenty good.

HAL KEMP (Orchestra)
BRUNSWICK (FT)
7780 { YOU DON'T LOVE RIGHT
GOT A DATE WITH AN ANGEL (FT)

First is only passable but the second has the niftiest lyrics in years. Skinny Ennis puts 'em over in first class fashion. Recommended.

TEDDY WILSON (Orchestra)
BRUNSWICK (FT)
7781 { I CAN'T GIVE YOU ANY-
THING BUT LOVE (Baby) (FT)
SAILIN' (Stomp)

Positively irresistible. Hot and plenty! Played in slow foxtrot tempo, it's destined to pull the best seat warmers out onto a dance floor. Second side is a fast stomp that will have 'em ending in a sweat. Get it!

ANTHONY MARTIN (Orchestra)
BRUNSWICK (FT)
7782 { THERE'S SOMETHING IN
THE AIR (FT)
WHERE THE LAZY RIVER GOES BY (FT)

Two top tunes from the picture "Banjo On My Knee." Vocals by Cy Feuer are excellent. Recommended.

BUNNY BERIGAN (Orchestra)
BRUNSWICK (FT)
7784 { THAT FOOLISH FEELING
WHERE ARE YOU? (FT)

Two from "Top of the Town." Well recorded. Second side is best of the two for the automatics.

HUDSON-DeLANGE (Orchestra)
BRUNSWICK (FT)
7785 { REMEMBER WHEN (FT)
I'LL NEVER TELL YOU I LOVE YOU (FT)

Not up to the Hudson-DeLange standard. Vocalist fails to impress.

BENNY CARTER (Orchestra)
BRUNSWICK (FT)
7786 { WHEN DAY IS DONE (FT)
BIG BEN BLUES (FT)

Ideal for colored spots. Very good.

BLUEBIRD

JIMMIE REWARD (Orchestra)
BLUEBIRD (FT)
6679 { IT AIN'T NO GOOD (FT)
NAUGHTY, NAUGHTY (FT)

This is listed as an operator's special. It's the kind of a special that shouldn't be popular and wise ops. will shun it.

SHEP FIELDS (Orchestra)
BLUEBIRD (FT)
6683 { THERE'S SOMETHING IN
THE AIR (FT)
WHERE THE LAZY RIVER GOES BY (FT)

Goodnight my love (FT)
ONE NEVER KNOWS-DOES ONE? (FT)

Four fine dance tunes played in the original style of Shep Fields. This lad is really making the top bands bow to his unique interpretations of popular dance tunes. Get them!

MAY I HAVE THE NEXT ROMANCE WITH YOU (FT)
HEAD OVER HEELS IN LOVE (FT)
Tunes from the British film "Head Over Heels in Love." Very good.

TEMPO KING (Orchestra)
BLUEBIRD (FT)
6684 { YOU TURNED THE TABLES
ON ME (FT)
KEEPIN' OUT OF MISCHIEF NOW (FT)

Rousing rhythm truckin' right through with plenty of hot piano by Ada Rubin. King coon-shouts the vocals.

BLUEBIRD (FT)
6687 { HEY! HEY! HEY! HEY! (FT)
HALLELUJAH! THINGS LOOK ROSY NOW (FT)

BLUEBIRD (FT)
6688 { SOMETHING HAS HAPPENED
TO ME (FT)
AN APPLE A DAY (FT)

The "Fats" Waller of the Bluebird label really goes to town with this quartet. The bass slapping on "Hallelujah" is red hot. Second pair comes from the Penn State Mask and Wig show.

DECCA

SWANEE SINGERS (Orchestra)
DECCA (FT)
1022 { SLAPPIN' THE BASS (FT)
TAKE IT EASY (FT)

Slap bang rhythm and plenty peppy for any spot. Vocals are very clever. Where they like 'em loud and full of good clean fun here's your meat.

BILLY REID (Accordion Band)
DECCA (FT)
1028 { HEARTS AND FLOWERS
COLD AND SILVER

Instrumental numbers by a crack Accordion Band. Highly recommended as an outstanding musical novelty.

AMBROSE (Orchestra)
DECCA (FT)
1034 { TWO HEARTS IN CUBA (Rumba)
CRFOLE LADY (Rumba)

Full to overflowing with true Cuban atmosphere this pair of rumbas will satisfy virtually everyone. Lovely music.

ROY SNECK (Orchestra)
DECCA (FT)
1038 { IN THE CHAPEL IN THE MOON-
LIGHT (FT)
I CAN'T PRETEND (FT)

Beautiful and unique interpretations of these two current favorites by Sneck and his Hawaiians. Very good.

DICK FORAN (Vocal)
DECCA (FT)
1039 { MEXICALI ROSE
MOONLIGHT VALLEY

In a voice rich and clear Foran certainly "does right" by these two great songs. Very good.

JIMMY DORSEY (Orchestra)
DECCA (FT)
1040 { SERENADE TO NOBODY IN PAR-
TICULAR (FT)
DORSEY DERSVISH (FT)

Looks like a little Dorsey conspiracy here, but the results are pleasing. Instrumental numbers and very good.

LEON'S LONE STAR COWBOYS (Orch.)
DECCA (FT)
5288 { I'LL NEVER SAY "NEVER
AGAIN" AGAIN (FT)
TEXAS PLAINS (FT)

Old time swing stuff. Great for those spots where old time music is appreciated. Boys are plenty good.

JAN GARBER (Orchestra)
DECCA (FT)
1042 { MOONLIGHT ON THE WATER
WHERE THE MOUNTAINS MEET THE SEA (Waltz)

Beautiful numbers. The waltz is marvelous.

BING CROSBY (Vocal)
DECCA (FT)
1044 { JUST ONE WORD OF CONSOLA-
TION
DEAR OLD GIRL

An operator's natural. "Dear Old Girl" is a real barroom classic and Bing and the Three Cheers really harmonize as never before. You'll get a kick out of Bing singing bass in the quartet chorus. Very good.

BILLY REID (Accordion Band)
DECCA (FT)
1050 { EMPTY SADDLES (FT)
THE HILLS OF OLD WYOMIN' (FT)

With vocal choruses. Should go over nicely as a novelty.

BERNIE LADD (Ocarina)
DECCA (FT)
1052 { POTATO SALAD
SWEET NOT SOUR

It's surprising the amount of music Bernie Ladd can bring out of the Ocarina. His triple tongue stuff would put an expert cornetist to shame. A genuine novelty. Very good.

BOBBY BREEN (Vocal)
DECCA (FT)
1053 { RAINBOW ON THE RIVER
FLOWER SONG

Eddie Cantor's child find is up to his usual standard on this pair of ditties from the forthcoming picture, "Rainbow on the River." Good.

NEW DIXIE DEMONS (Old Time)
DECCA (FT)
5292 { I'M AFRAID OF BEES (FT)
MAN MAN WHAT A BAND! (FT)

Novelty rhythm with vocals. Catchy lyrics. Good.

MELOTONE

VINCENT LOPEZ (Orchestra)
MELOTONE (FT)
7-01-10 { YOU'RE EVERYTHING SWEET
THERE'S SOMETHING IN THE AIR (FT)

Beautiful numbers, splendid arrangements.

STERLING YOUNG (Orchestra)
MELOTONE (FT)
7-01-12 { TOP OF THE TOWN (FT)
WHERE ARE YOU? (FT)

Local boy makes good. When Sterling was playing out on Wilshire Boulevard in Los Angeles he attracted the musical lovers among the elite. This recording is perfect for dancing.

HOOSIER HOT SHOTS
MELOTONE (FT)
7-02-51 { JINGLE BELLS
I'LL SOON BE ROLLING HOME

Nice pair of numbers. First side will go over right well during the Christmas season and the second side will ride the waves of popular favor until spring.

PATSY MONTANA (Vocal)
MELOTONE (FT)
7-02-52 { CHUCK WAGON BLUES
GOIN' BACK TO OLD MON-TANA

Old time singing with the Prairie Ramblers accompanying. Very good.

RECORD Buyers' Guide

Records reviewed on these pages may be purchased from the following firms:

BRUNSWICK COLUMBIA
VOCALION MELOTONE
American Record Corp. of Calif.
1206 Maple Ave. | 24 W. Connecticut | 355 Ninth St.
Los Angeles | Seattle | San Francisco

Decca All-Star Records
Decca Distributing Corp.
1240 S. Main St. | 105 Market St.
Los Angeles | San Francisco

Victor and Bluebird Records
Leo J. Meyberg Company
2027 South Figueroa | 70 Tenth St.
Los Angeles | San Francisco

Headquarters for MEXICAN-SPANISH RECORDS
Biggest Stock in Town
ALL MAKES—SAVE TIME
Wholesale Prices
M. CALDERON
408 N. Main St. | Los Angeles

ROY ACUFF (Old Time Singing)
MELOTONE (FT)
7-02-53 { YOU'VE GOT TO SEE MAMA
EVERY NIGHT
CHARMIN' BETSY

Nice old time numbers by Acuff and his Crazy Tennesseans.

CHICK BULLOCK (Orchestra)
MELOTONE (FT)
7-02-01 { WHERE THE LAZY RIVER
GOES BY (FT)
WITH PLenty OF MONEY AND YOU (FT)

Two picture tunes, first from "Banjo On My Knee" and second from "Gold Diggers of 1937." Bullock sings throughout. Good.

BOBBY HAYES (Orchestra)
MELOTONE (FT)
7-02-02 { SOMEONE TO CARE FOR ME
(FT)
WINTERTIME DREAMS (FT)

Not so forte. Arrangements closely follow the style of Russ Morgan.

DICK McDONOUGH (Orchestra)
MELOTONE (FT)
7-02-04 { BETWEEN THE DEVIL AND
THE DEEP BLUE SEA (FT)
DARDANELLA (FT)

Old favorites that might please again. Recordings are good.

VICTOR

MAYFAIR DANCE ORCHESTRA
VICTOR (FT)
25437 { YOU WERE THERE (FT)
THE FAMILY ALBUM (Waltz)

Two veddy British numbers from the Noel Coward success, "Tonight at 8:30." Mayfair is one of the finest dance bands in Europe. Good.

RUBY NEWMAN (Orchestra)
VICTOR (FT)
25470 { DOWN IN THE DEPTHS (FT)
WHAT A DUMMY LOVE HAS MADE OF ME (FT)

First side is unusual to say the least. Tricky arrangement is interesting but alone will not put it over. "B" side is fair.

EDDY DUCHIN (Orchestra)
VICTOR (FT)
25472 { LOVE AND LEARN (FT)
SEAL IT WITH A KISS (Waltz)

Duchin pianoing a chorus or two and Jerry Cooper airing his tonsils on the vocals sums up the merit of this one. Only fair.

BENNY GOODMAN QUARTET
VICTOR (FT)
25473 { SWEET SUE—JUST YOU (FT)
MY MELANCHOLY BABY (FT)

A pair of popular naturals. Crackerjack use of the famous vibraphone on both numbers. Get it!

TOMMY DORSEY (Orchestra)
VICTOR (FT)
25474 { THAT FOOLISH FEELING (FT)
WHERE ARE YOU? (FT)

Snappy dance tunes with good vocals.

GUY LOMBARDO (Orchestra)
VICTOR (FT)
25475 { I'M IN A DANCING MOOD (FT)
TEA ON THE TERRACE (FT)

This'll put anybody in a dancing mood. Swell tune to begin with and when Dorsey sets his lads to work on it, it is even better. Second side is mighty nice, too.

"FATS" WALLER (Orchestra)
VICTOR (FT)
25478 { TAIN'T GOOD (FT)
HALLELUJAH! THINGS LOOK ROSY NOW (FT)

La-de-dah, etc. Smashing good box office is this record. Waller is Waller and his wallering on the piano is hotsty tosy. Very good.

ROY FOX (Orchestra)
VICTOR (FT)
25438 { PLAY, ORCHESTRA, PLAY (FT)
AT THE CAFE CONTINENTAL (FT)

Recorded in Europe, the first of this pair is from the Noel Coward musical comedy success, "Tonight at 8:30." Good.

VOCALION

LOUIS PRIMA (Orchestra)
VOCALION (FT)
3376 { PENNIES FROM HEAVEN
(FT)
WHAT WILL SANTA CLAUS SAY? (FT)

Right up to the usual Prima standard. Second "What Will Santa Claus Say When He Finds Everybody Swingin'" is clever. Top stuff for colored spots.

HENRY ALLEN (Orchestra)
VOCALION (FT)
3377 { DID YOU MEAN IT? (FT)
IN THE CHAPEL IN THE MOONLIGHT (FT)

Nice swing to this pair. "Red" Allen and his boys are capable of putting the popular tunes into the proper shape for colored ears. Good.

MILDRED BAILEY (Orchestra)
VOCALION (FT)
3378 { MORE THAN YOU KNOW
(FT)
LONG ABOUT MIDNIGHT (FT)

Featuring the vocal work of Mildred Bailey, this one is another aimed at the colored trade. Nice work on Mildred's part on both sides.

SHARKS OF RHYTHM (Orchestra)
VOCALION (FT)
3380 { HIGH SOCIETY (FT)
I'M SATISFIED WITH MY GAL (FT)

Heavy on rhythm is this pair by Sharkey and his boys. Second is a familiar oldie. Very good.

JACK PIERCE (Orchestra)
VOCALION (FT)
3382 { MONDAY MORNING BLUES
(FT)
IN THE GOLDEN WEST WITH YOU (Waltz)

First is a novelty dance with singing and a mess of hot instrumentation. Waltz is only fair. Instrumental combination more suitable to straight old time numbers.

WEE WEE THREE (Vocal)
VOCALION (FT)
3383 { MY OLD MAID
FLAMIN' MAMIE

Novelty dances with singing. Lyrics are funny and clever. Good.

WURLITZER

(Continued from page 6)

master of ceremonies; Chick Bullock, well known singer (courtesy of Brunswick Record Corp.); and, as a finale, the Four Mills Brothers (courtesy of Decca Records). R. C. A. Victor presented Goodman and Dolly Dawn.

A specially created bar in the lobby of the Grand Ballroom dispensed liquid refreshments, and this was a popular rendezvous after the completion of the floor show. At 4 in the morning the affair was still in full swing, and when finally the party broke up, after many had expressed their personal appreciation to the officers of the company, it was to go home tired, happy, and certain that the celebration was one that would not be equalled for a long time to come.

CHASING CHISLER

YAKIMA, Wash. (RC)—Coin machine men of this city are renewing their efforts to trap a mysterious character known as "Red" who is costing them a lot of money. The man, known only as "Red," works some kind of device whereby he plays the machines without inserting coins. It is said he has made a small fortune with his nefarious device.

"I put everything I had into that picture."

"Yes, and it looks as though you put everything your model had into it, too."

Teacher: "Can you tell me where the Pilgrims went when they left England?"

Chamber of Commerce Executive's Son: "To America, and from there to Iowa, and from there to California."

SPANISH RECORDS

Reviewed by
F. V. LEAL
Manager, Calderon Music Co.
408 North Main Street
Los Angeles

Most of the American people are very fond of the Mexican-Spanish music and particularly of the very typical songs of old Mexico.

As there are many different types of Mexican music, not many understand the kind of songs that Americans like.

Operators interested in Mexican Records for American locations will find the following list that I am suggesting to be of a great help to them.

LERDO'S TIPIC ORCHESTRA SINGERS

(Vocal)
COLUMBIA (FT)
3043X { ALLA EN EL RANCHO
GRANDE (Corrido)
DONDE ESTAS CORAZON, (Cancion)

COLUMBIA (FT)
3042X { PAJARILLO BARRANQUENO
(Corrido)
NUNCA (Cancion Yucateca)

GUTY CARDENAS and LENCIO (Vocal)
COLUMBIA (FT)
3282X { COCONITO (Huasteco)
QUE LEJOS ESTOY (Cancion)

ACCORDEON DUET (Instrumental)
VOCALION (FT)
8689 { LA CUCARACHA (Mazurka)
SAN PEDRO VACILANDO

LAURITA and RAY (Duet—Vocal)
VOCALION (FT)
8840 { LA GUIA (Corrido)
LOS GORRIONES (Cancion)

FLORES Y MONTES (Duet—Vocal)
BLUE BIRD (FT)
B-2214 { CIELITO LINDO (Cancion)
LA CHAPARRITA (Cancion)

HERMANOS SAN MIGUEL (Vocal)
BLUE BIRD (FT)
B-2231 { EL CARRETERO (Son Hua-
pango)
PASANDO POR TUS PUERTAS (Cancion)

I do not consider it necessary to make any comment on the above numbers as all of them have proved to be standard and steady sellers.

Teacher: "Can you tell me where the Pilgrims went when they left England?"

Chamber of Commerce Executive's Son: "To America, and from there to Iowa, and from there to California."



To those many phonograph operators whom we cannot greet personally, we express this warm appreciation of your business with us during 1936. Our sincere wishes go out to each of you for a Happy Christmas and a highly Prosperous New Year.

AMERICAN RECORD CORP.

of California

LOS ANGELES

SAN FRANCISCO

SEATTLE



MERRY CHRISTMAS

We earnestly thank every Wurlitzer operator for the opportunity during the past year to make your business better . . . your homes happier.

W. E. SIMMONS

for the

RUDOLPH WURLITZER COMPANY

of California



A PROSPEROUS 1937

